

Fig. 3b

_230

/	
CHANNEL MENU	J PROGRAMMING CATEGORY# +CHANNELS ALLOCATED MOVIES50
В	SPORTS 2
С	CHILDRENS 3
D	DOCUMENTARY14
E	ENTERTAINMENTIO
F	SPECIALTYCHANNELS15
G	LOCAL
Н	HDTV4
1	INTERACTIVE 2
	COMBINEDIOO

Fig. 3c

SATELLITE MOVIE OPTIONS

VCTV COMB	COMF	AVAILABLE MENUS (1,2,8,3)	PRIORITY ONE MENUS	PRIORITY ONE PLUS TWO MENUS
1	8:1	HIT MOVIES 8 MOVIE	HIT MOVIES 6 MOVIE	HIT MOVIES 6 MOVIE
2	8:1	SELECTIONS WITH START	SELECTIONS WITH START	SELECTIONS WITH START
3	8:1	TIMESEVERY	TIMES EVERY 30 MINUTES	TIMES EVERY 15 MINUTES
4	8:1	15 MINUTES	30,14111101123	
5	8:1			
6	8:1			
7	8:1			
8	8:1			
9	4:1	SPORTS 8 SELECTIONS	SPORTS 2SELECTIONS	SPORTS 4SELECTIONS
10	4:1			CHILDRENS
11	8:1	CHILDRENS 8 SELECTIONS	CHILDRENS 2 SELECTIONS	4SELECTIONS
12	8:1	BSELECTIONS	DOCS/NEWS 2 SELECTIONS	4 SELECTIONS ENTERTAIN-
13	8:1	ENTERTAIN- MENT 8 SELECTIONS	ENTERTAIN - MENT 4SELECTIONS	MENT 6 SELECTIONS
14	8:1	SPECIAL- INTEREST	SPECIAL- INTEREST	SPECIAL- INTEREST
15	8:1	CHANNELS 16 SELECTIONS	CHANNELS 4SELECTIONS	CHANNELS 8SELECTIONS
16	8:1	PROMOS (1/6SCREEN)48	PROMOS (1/6 SCREEN)6	PROMOS (I/6SCREEN)48
17	8: <u>l</u>	DATA STREAM	DATASTREAM	DATA STREAM
18	-max	MUSIC 32 DIGITED STATIONS	MUSIC 4 DIGITED STATIONS	MUSIC 32 DIGITED STATIONS
	,,,,,,,	236	230	233

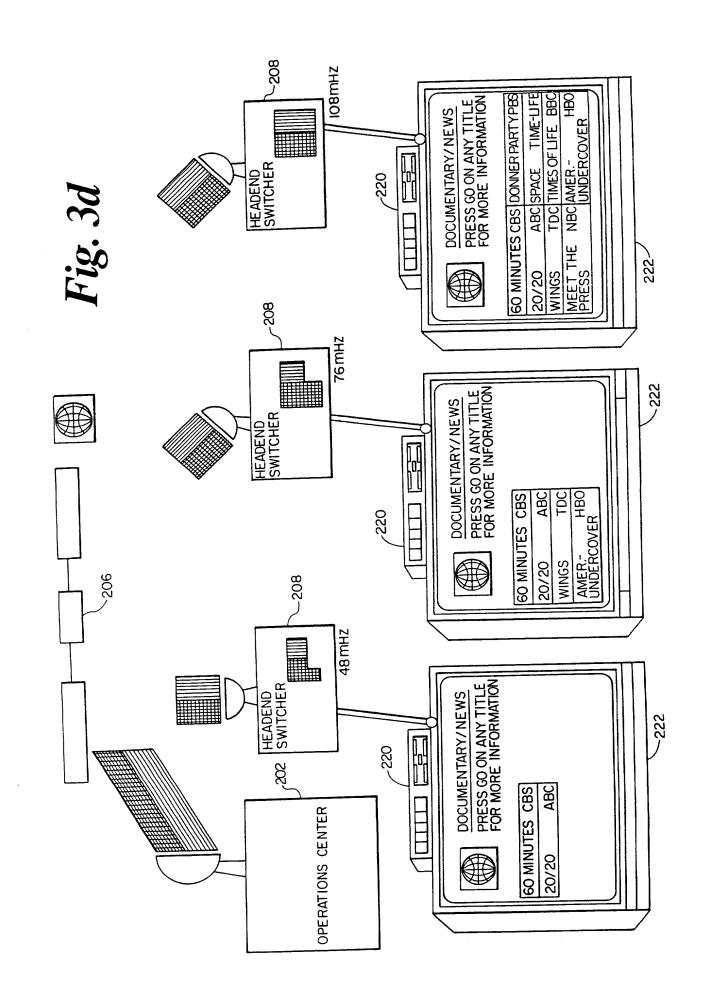
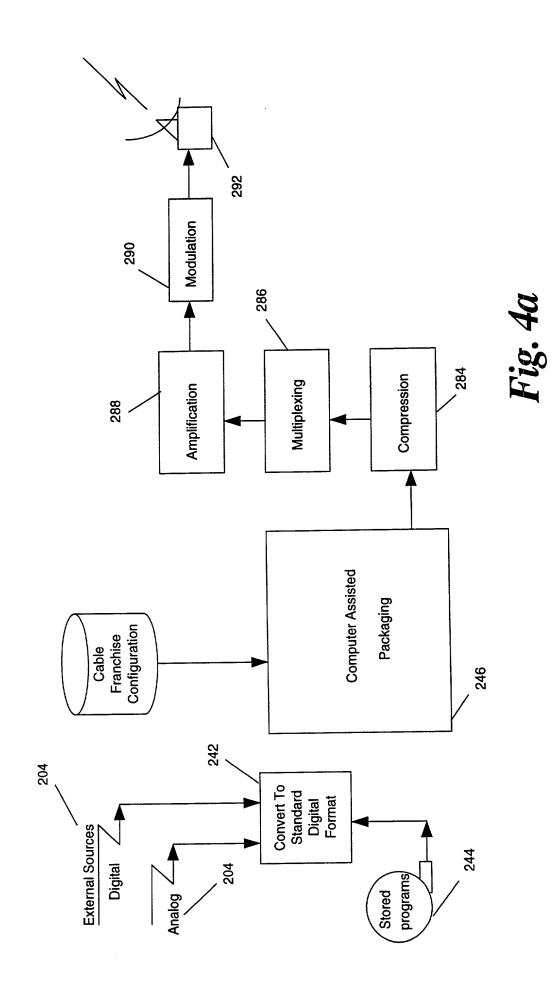
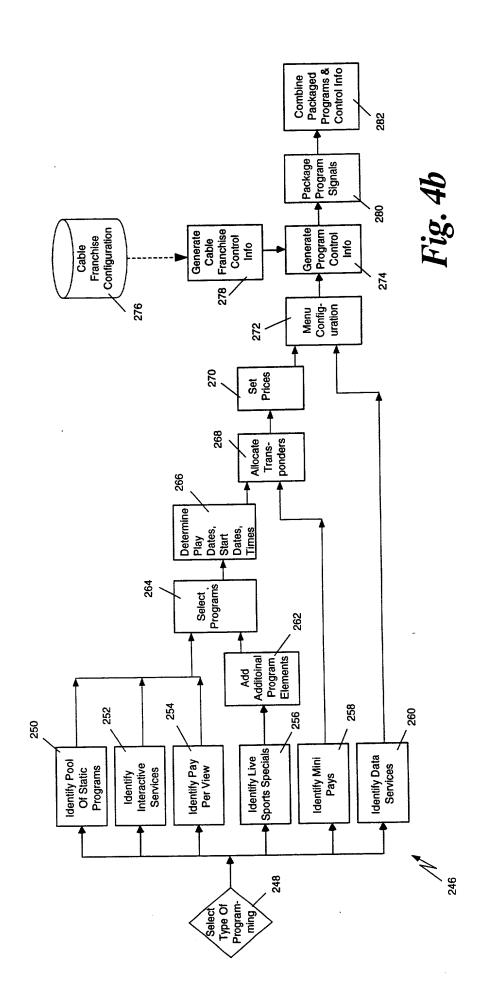
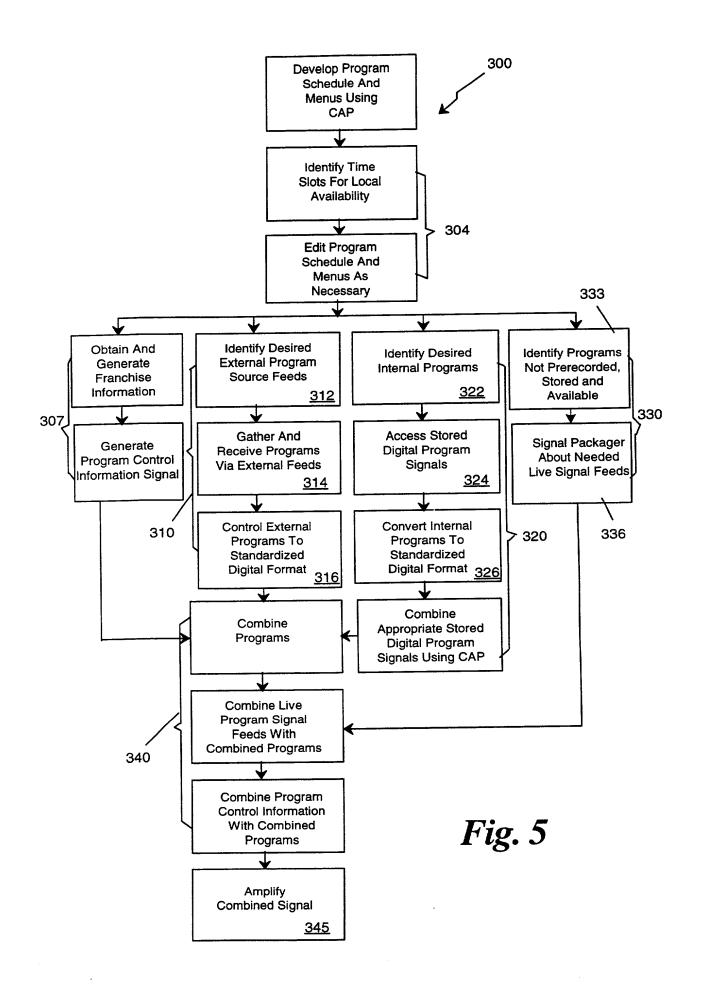


Fig. 3e

VCTV C	UNIP.	ICAL WEEKDAY PRIME	SATURDAY AFTERNOON IN OCTOBER
	B:I	HIT MOVIES 8 MOVIE	HIT MOVIES 6 MOVIE
2 8	3:1	SELECTIONS WITH START	SELECTIONS WITH START
3 8	3:1	TIMES EVERY 15 MINUTES	TIMES EVERY 15 MINUTES
4 8	3:1	10 1,	۰
5 8	3:1		
6 8	3:1		SPORTS 6 SELECTIONS
7 8	3:1		
8 8	3:1		
9	1:1	SPORTS 8SELECTIONS	
10 4	4:1		011110005110
11 8	B:I	CHILDRENS 8 SELECTIONS	CHILDRENS 4SELECTIONS
12 8	B:I	DOCS/NEWS 8 SELECTIONS	DOCS/NEWS 4 SELECTIONS ENTERTAIN-
13 8	B:1	ENTERTAIN- MENT 8 SELECTIONS	MENT 6 SELECTIONS
14	8:1	SPECIAL- INTEREST	SPECIAL- INTEREST
15	8:1	CHANNELS 16 SELECTIONS	CHANNELS 8 SELECTIONS
16	8:1	PROMOS (1/6 SCREEN)48	PROMOS (I/6SCREEN)48
17	8:I or	DATASTREAM	DATA STREAM
18	Max 8:1 or	MUSIC 32 DIGITED STATIONS	#32 DIGITED STATIONS
	max		
		238	240





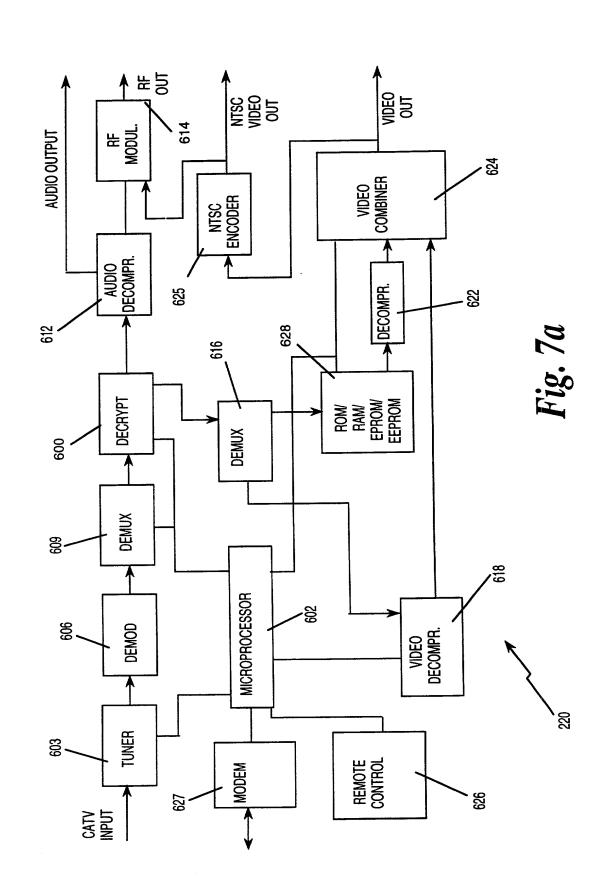


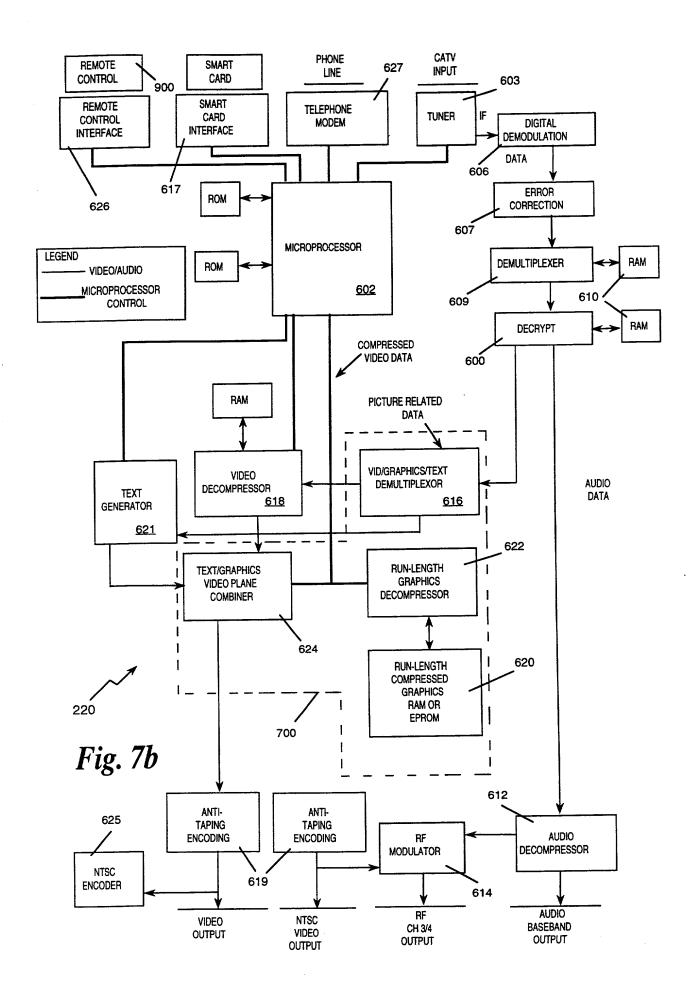
12:00 PM

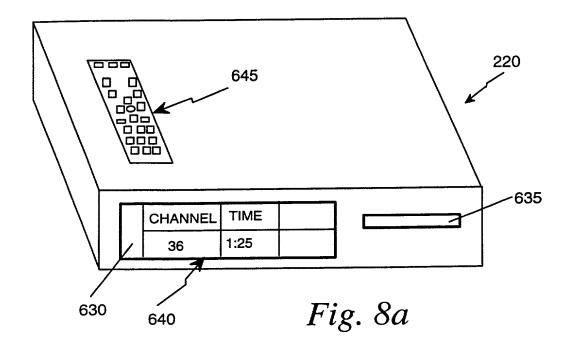
PROGRAM CONTROL INFORMATION Chronologically by Channel

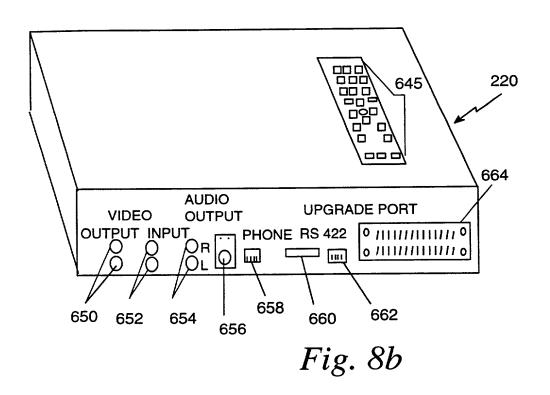
*Program name	*Program length	*Menu code	*Description	*Video
Cheers	.5	E24	C	N
? Terminator	2.0	A33	Tx	S
PrimeTime	1.0	D14	N	N
Football Special	.5	B24	S	N
2:30 PM				
*Program name	*Program length	*Menu code	*Description	*Video
Simpsons	.5	E14 & C13	A	<u> </u>
FootballGame	3.0	B13	S	N
00 PM				
	*Deogram langth	*Manu anda	*Description	*Video
*Program name	*Program length	*Menu code	*Description	*Video
*Program name	2.0	E16	Tx	S
*Program name				
	2.0	E16	Tx	S
*Program name	2.0	E16	Tx	S
*Program name	2.0	E16	Tx	S
*Program name Jaws Bugs Buny	2.0	E16	Tx	S
*Program name	2.0	E16	Tx	S
*Program name Jaws Bugs Buny	2.0	E16	Tx	S

Fig. 6









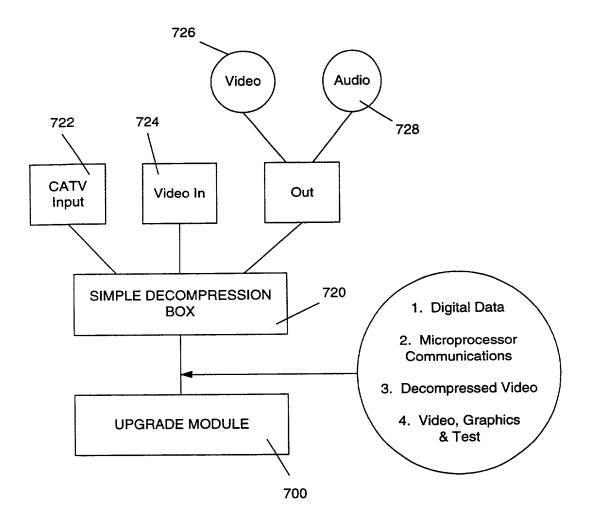


Fig. 9a

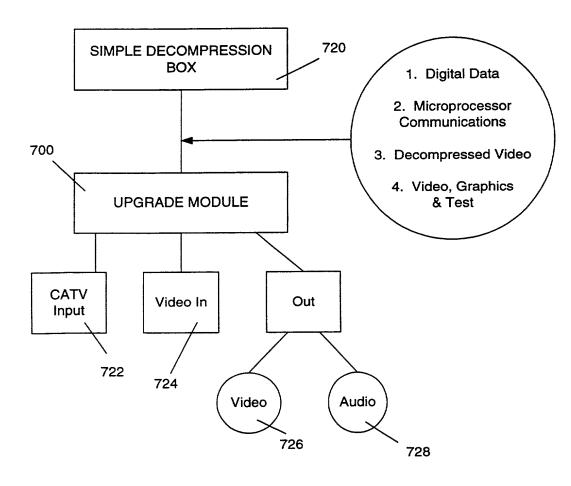


Fig. 9b

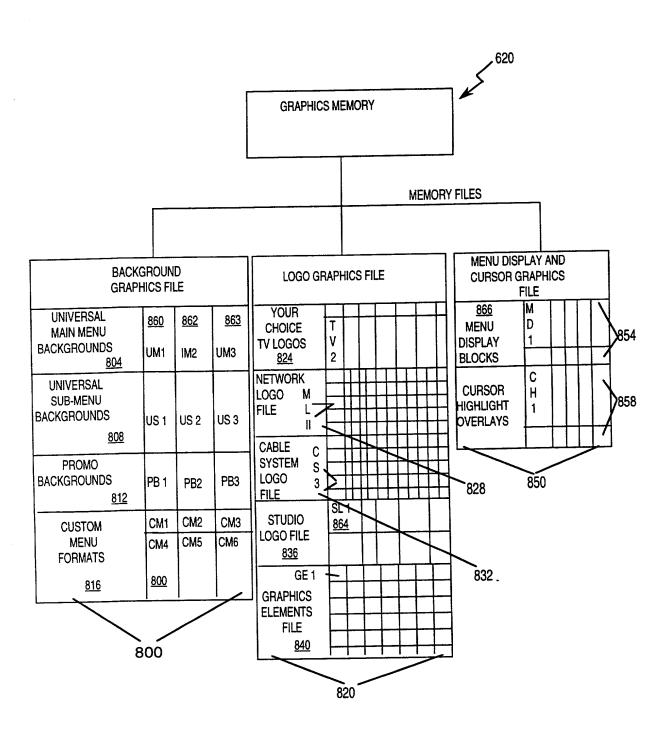


Fig. 10a

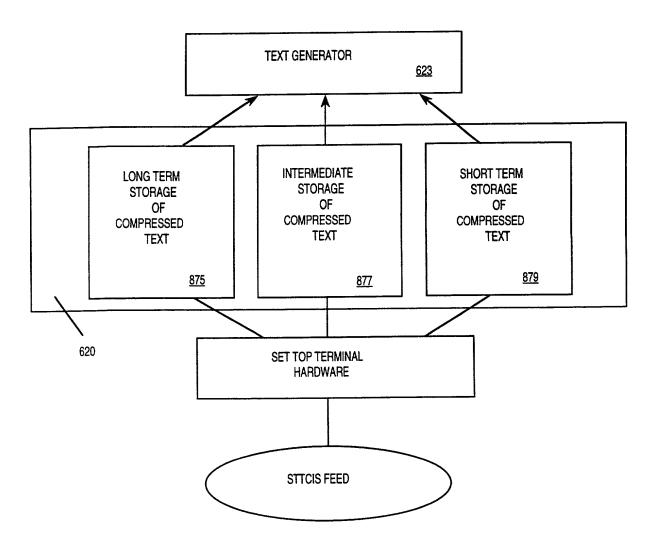
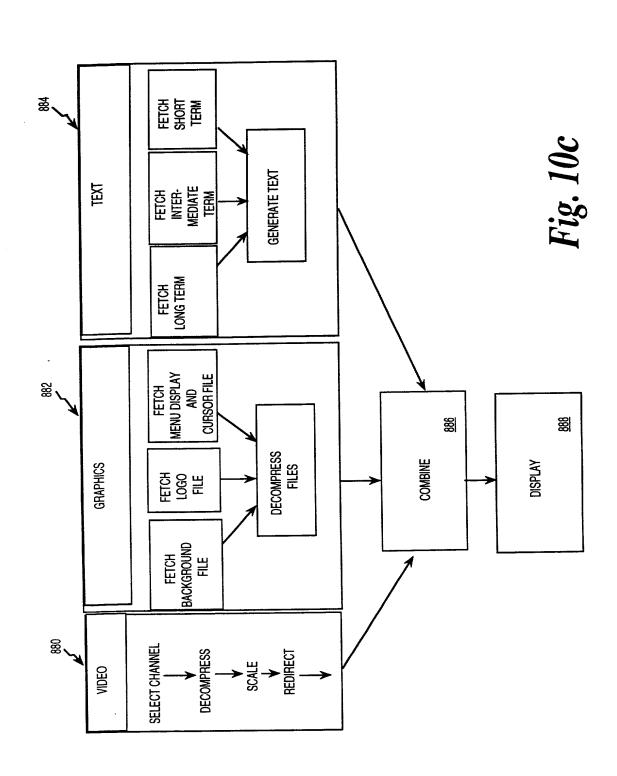


Fig. 10b



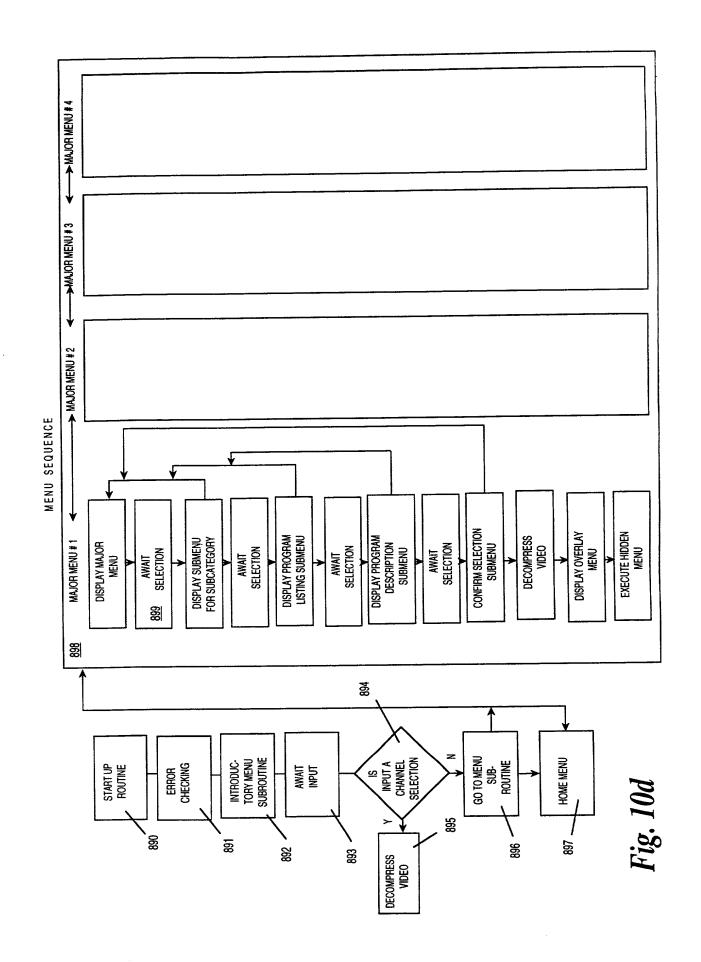
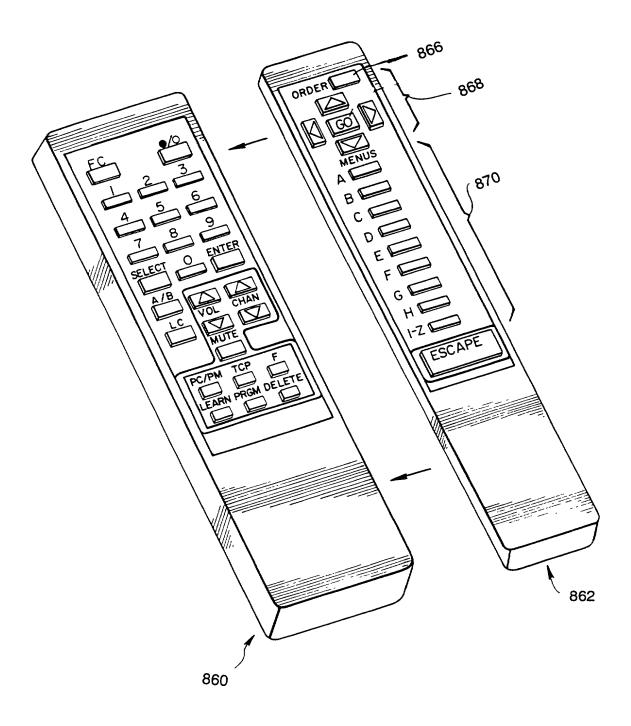


Fig. 11a



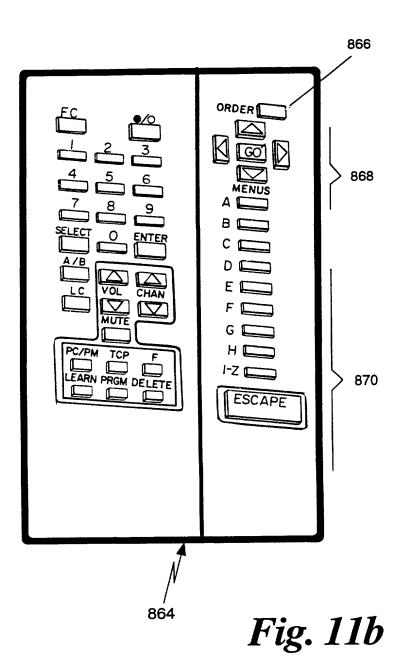


Fig. 12a

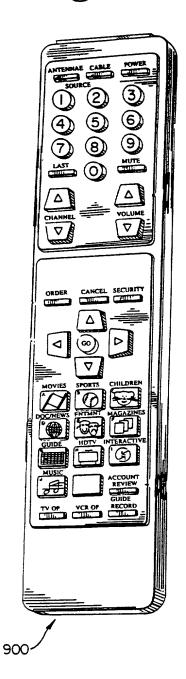
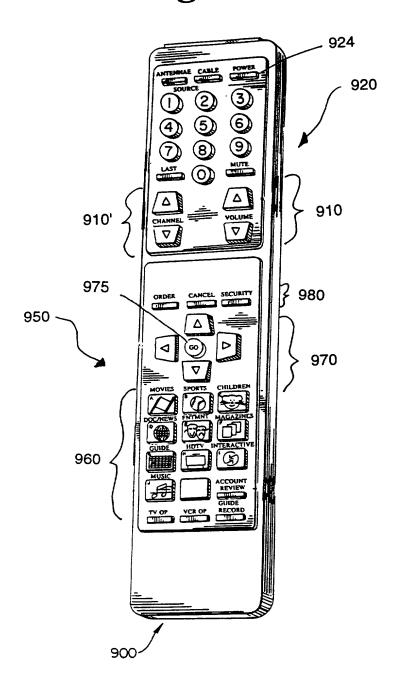


Fig. 12b



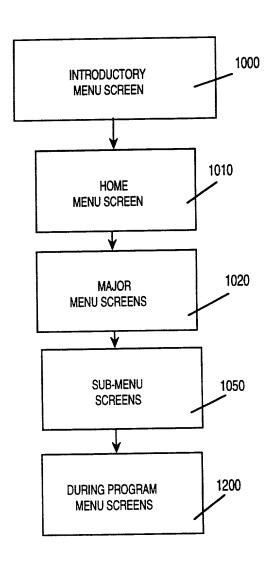
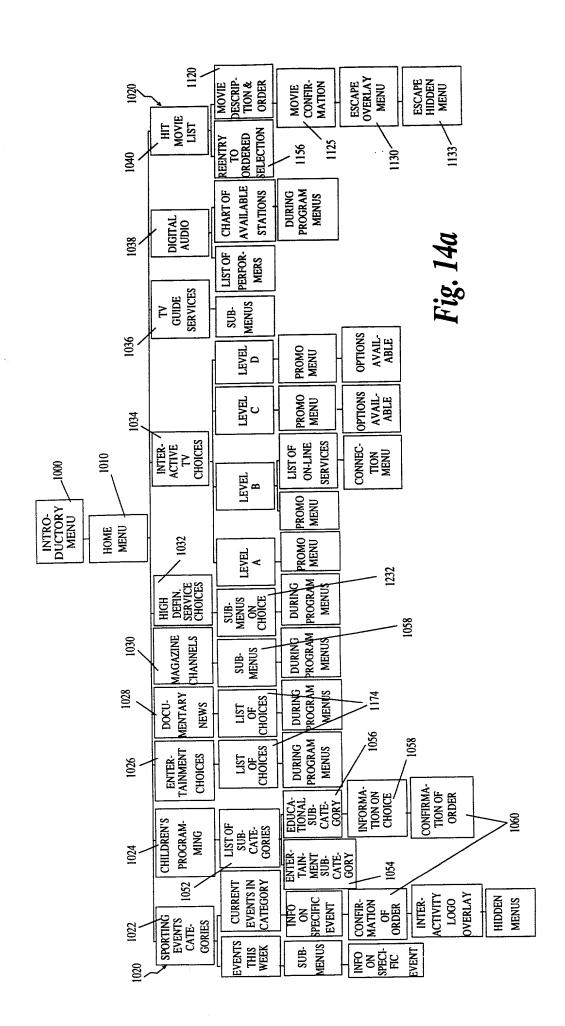


Fig. 13



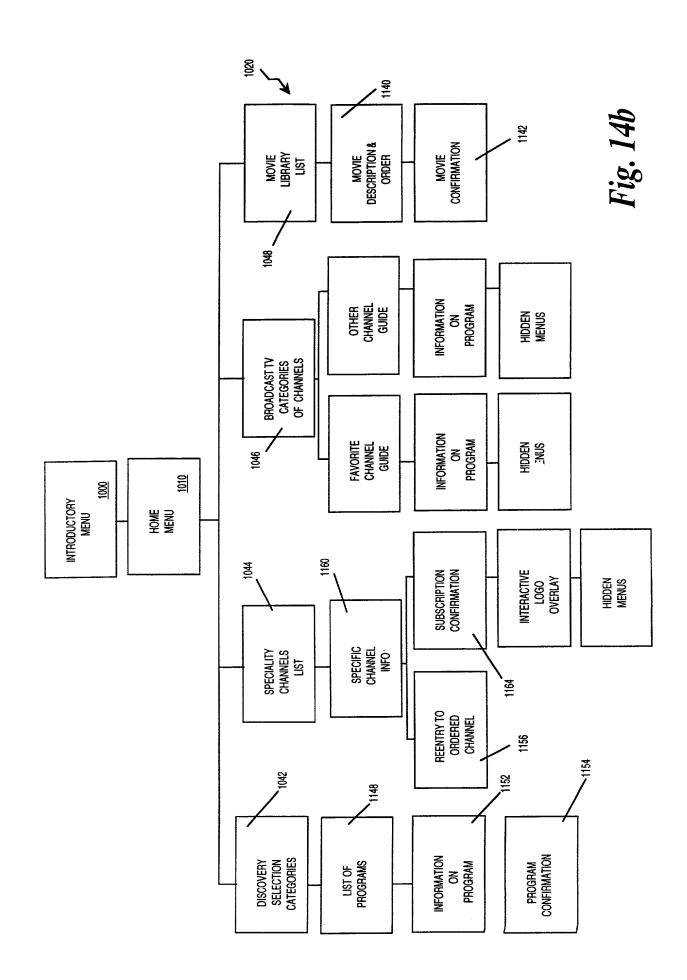


Fig. 15a

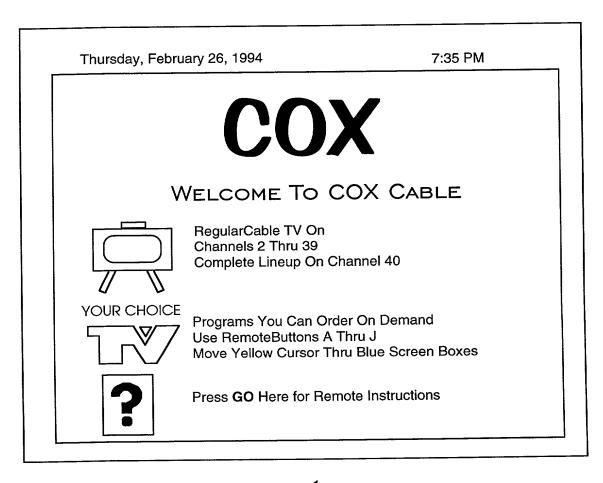




Fig. 15b

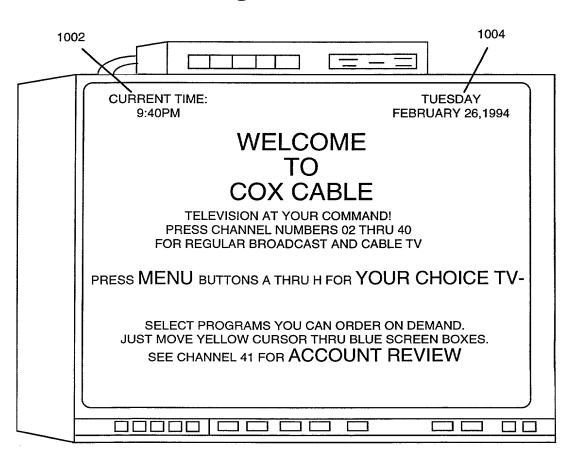


Fig. 16a

Thursday, October 26, 1994

7:57 PM





TV Guide Library Service Press GO On Any Item for Show Schedules

NETWORK SCHEDULES TODAY'S SCHEDULES TV GUIDE PICKS

next 7 days next 6 hours all networks next 7 days

Note: Press GUIDE RECORD button on any show listed and we will automatically set your VCR to tape it



YOUR CHOICE You haven't subscribed to TV Guide X*PRESS yet Press GO Here to ORDER for just \$2.95/month Press GO Here to Return to Cable TV



Fig. 16b

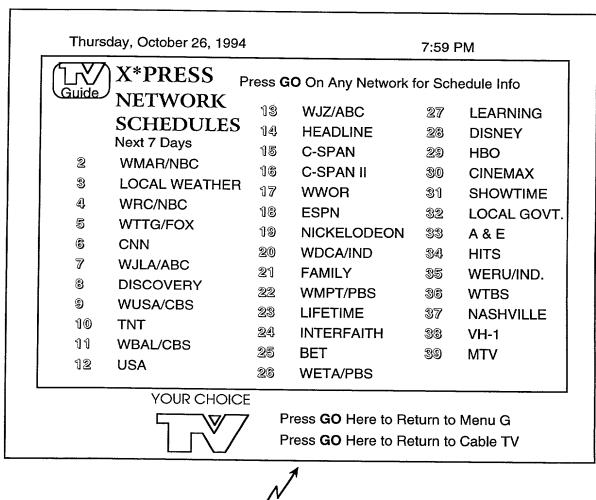


Fig. 16c

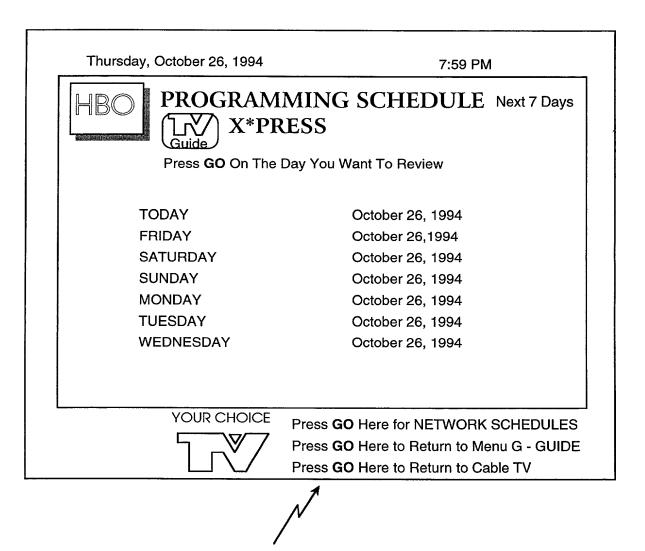


Fig. 16d

Thursday, October 26, 1994

7:59 PM



SCHEDULE TODAY

X*PRESS

Press GO On The Day You Want To Review

Press GUIDE RECORD on Any Show To Automatically Set Your VCR to Tape

Press **GO** On Arrow Bars To Move Schedule 8:00 pm 8:30 pm 9:00 pm Making of Terminator 4

Dream On

9:30 pm 10:00 pm Great Fights of the 1980's Robin Williams of The Comedy Shop Patriot Games (R)

12 mid

Passenger 57 (R)

2:00 am

JFK (R)

4:00 am Home Alone II (G)

YOUR CHOICE

Press GO Here for HBO 7-day Schedule

Press GO Here for NETWORK SCHEDULES

Press GO Here to Return to Menu G - GUIDE

Press GO Here to Return to Cable TV

N

Fig. 16e

Thursday, October 26, 1994

7:59 PM



SCHEDULE TODAY | X*PRESS

show description

Press GO On The Day You Want To Review

Press GUIDE RECORD on Any Show To Automatically Set Your VCR to Tape

GREAT FIGHTS OF THE 1980's

9:00 pm 10/26/94 on HBO

This 30 minute special takes a look at the great boxing duels of the 1980's. Compiled form HBO's sports library and features Sugar Ray Leonard, the Spinks brothers, Mike Tyson, Boom Boom Mancini and many others. Includes the 10 greatest knockout punches landed in the 80's.

YOUR CHOICE



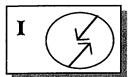
Press **GO** Here to Return to Schedule Press **GO** Here to Return to Cable TV

N

Fig. 17a

Thursday, October 26, 1994

8:00 PM



INTERACTIVE SERVICES

There are three levels of interactivity possible with your cable television digital converter.

Level a is live interactivity with specially encoded cable and broadcast programs. . . available whenever you see this symbol. . .



This service offers enlightening information about programs, fun quizzes for the famiy, geographical facts, contests, and much more!

YOUR CHOICE



Press **GO** Here to order Level A interactivity for just \$4.95 per month and enjyh interactivity immediately Press **GO** Here for More Information

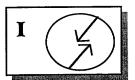
Press GO Here to Return to Cable TV



Fig. 17b

Thursday, October 26, 1994

8:00 PM



INTERACTIVE SERVICES LEVEL B

This level of interactivity allows you to access a wide range of services including:

PRODIGY
AMERICA ON LINE
X*PRESS
AIRLINE RESERVATIONS
HOTEL RESERVATIONS

ENCYCLOPEDIA ATLAS SHOPPING CENTER

ASSOCIATED PRESS U.S. YELLOW PAGES

To take advantage of these services, an **INTERACTIVE MODEM** is required. This is available from your cable system. For installation and price information, contact your cable system today.

YOUR CHOICE



Press **GO** Here for More Information
Press **GO** Here to Return to Cable TV



Fig. 17c

Thursday, October 26, 1994

8:00 PM



INTERACTIVE SERVICES LEVEL C

Your digital converter can be connected to specially adapted CD-I and CD-ROM units that offer an enormous range of multi-media experiences for you and your family. Your cable system representative can describe all the details.

A free brochure is available

Please call today for details.

YOUR CHOICE

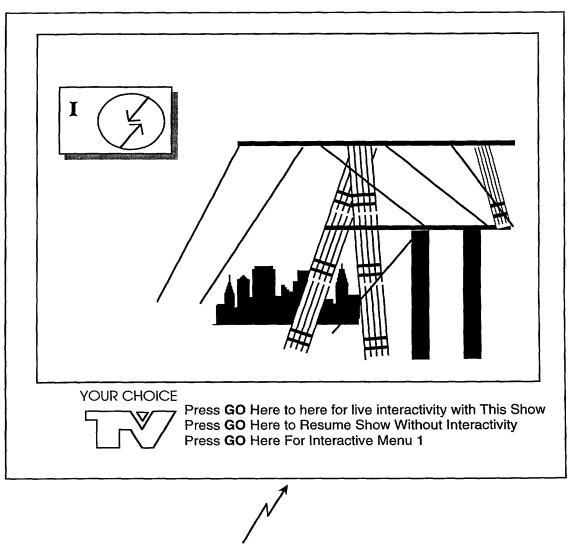


Press **GO** Here to order Level A interactivity for just \$4.95 per month and enjoy interactivity immediately

Press GO Here to Return to Cable TV



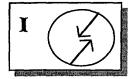
Fig. 17d



1310

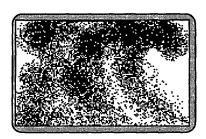
Fig. 17e

INTERACTIVE PROGRAMMING VENTURES TM



Press GO On Any Interactive Menu

QUIZ FAST FACTS MORE INFO WHRE IN THE WORLD PRODUCTS



You Are Watching: TREASURES FROM A LOST VOYAGE, The Story of the S.S. Central America.

YOUR CHOICE



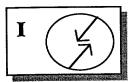
Press **GO** Here to here for live interactivity with This Show Press **GO** Here to Resume Show Without Interactivity

Press GO Here For Interactive Menu 1



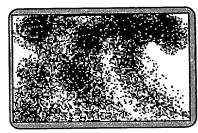
Fig. 17f

INTERACTIVE PROGRAMMING VENTURES TM



Press GO On Any Interactive Menu

QUIZ FAST FACTS MORE INFO WHRE IN THE WORLD PRODUCTS



FAST FACTS

In September 1857, the S.S. Central America, a sidewheel paddle steamer, sank approximately 160 miles off the coast of the Carolinas. In addition to carrying 578 passengers, the ship was carrying more than \$1 million worth of gold --now worth about \$500 million. Now more than 100 years later, two high school buddies put together a scientific team that located the ship and recovered the cargo. END

YOUR CHOICE

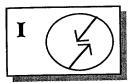


Press **GO** Here to Resume Show Without Interactivity Press **GO** Here For Interactive Menu 1



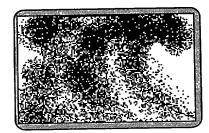
Fig. 17g

INTERACTIVE PROGRAMMING VENTURES TM



Press GO On Any Interactive Menu

QUIZ
FAST FACTS
MORE INFO
WHRE IN THE WORLD
PRODUCTS



The incoming water produced a deadly domino effect. The boiler fires went out, and the engines stopped. Since the coal was wet, the engines could not be restarted. While the ship had bilge pumps to get rid of the water, the bilge pumps needed the engines for power. Since no power was available, the pumps could not prevent the ship from flooding.

YOUR CHOICE

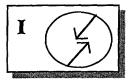


Press **GO** Here to Resume Show Without Interactivity Press **GO** Here For Interactive Menu 1



Fig. 17h

INTERACTIVE PROGRAMMING VENTURES TM



Press GO On Any Interactive Menu

QUIZ
FAST FACTS
MORE INFO
WHRE IN THE WORLD
PRODUCTS

Question 1 of 48: What is the minimum wind speed required for a storm to be classified as a HURRICANE?



Press GO On Your Answer

More than 40 mph More than 45 mph More than 74 mph More than 85 mph More than 100 mph

YOUR CHOICE

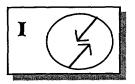


Press **GO** Here to Resume Show Without Interactivity Press **GO** Here For Interactive Menu 1

1318

Fig. 17i

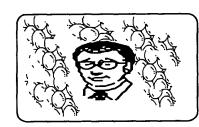
INTERACTIVE PROGRAMMING VENTURES TM



Press GO on any Interactive Menu

QUIZ FAST FACTS MORE INFO WHERE IN THE WORLD PRODUCTS

Your Answer: More Than 74 mph IS CORRECT!



Press GO for:

Another Question No More Questions

YOUR CHOICE

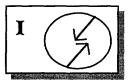


Press **GO** Here to Resume Show Without Interactivity Press **GO** Here to Return to Cable TV



Fig. 17j

INTERACTIVE PROGRAMMING VENTURES TM



Press GO on any Interactive Menu

QUIZ Press **GO** for:
FAST FACTS
MORE INFO
WHERE IN THE WORLD
PRODUCTS Th

Your Answer: Clockwise IS INCORRECT - SORRY!

Another Question
No More Questions
More Info on Earth's Rotation

The correct answer is "counterclockwise." In the Southern Hemisphere, huricane winds circulate clockwise due to the effects of the earth's rotation.

YOUR CHOICE



Press **GO** Here to Resume Show Without Interactivity Press **GO** Here to Return to Cable TV



Fig. 18a

THU	RSDAY OCTOBER 26 1994	8:02 PM
	(分) INTERACTIVE	SERVICES
-	PRESS GO ON ANY TI	TLE FOR MORE INFORMATION
	PRODIGY	SHOPPING CENTER
	AMERICA ON LINE	GAMES
	X PRESS	ATLAS
	AIRLINE RESERVATIONS	ASSOCIATED PRESS
	HOTEL RESERVATIONS	U.S. YELLOW PAGES
	ENCYCLOPEDIA	CABLE FAXMAIL
[- \r	PRESS GO HERE	TO RETURN TO CABLE TV

Fig. 18b

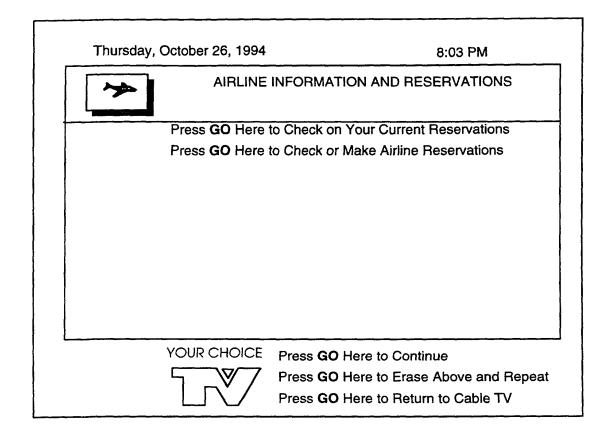


Fig. 18c

Thursday, October 26, 1994 8:03 PM AIRLINE INFORMATION AND RESERVATIONS Press GO Here to Check on Your Current Reservations Press GO Here to Check or Make Airline Reservations Domestic Flight or International Flight Press GO on the year of your flight 1995 1994 Press GO on the month of your flight JAN **FEB** MAR APR MAY JUN JUL **AUG** SEP OCT NOV DEC YOUR CHOICE Press GO Here to Continue Press GO Here to Erase Above and Repeat Press GO Here to Return to Cable TV



Fig. 18d

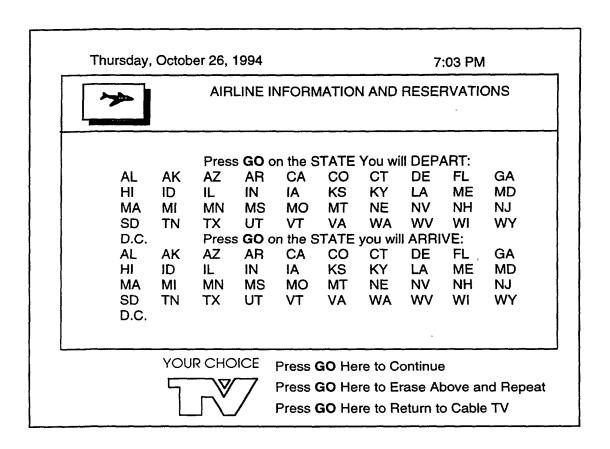




Fig. 18e

Thursday, October 26, 1994

8:04 PM



AIRLINE INFORMATION
AND RESERVATIONS (Continued)

Press GO on the ARIZONA airport you will DEPART:

PHOENIX PRESCOTT FLAGSTAFF YUMA TUCSON Minor Airport List

Press GO on the DC airport you will ARRIVE:

NATIONAL

DULLES

BWI

Check Flights to all Three D.C. Airports

Press GO on your preferred departure time:

Morning

Mid-day

Late aft.

eve/night

anyhtime

Press GO on your preferred arrival time:

Morning

Mid-day

Late aft.

eve/night

anyhtime

YOUR CHOICE



Press GO Here to Continue

Press GO Here to Erase Above and Repeat

Press GO Here to Return to Cable TV



Fig. 18f

Thursday, October 26, 1994

8:04 PM



AIRLINE INFORMATION
AND RESERVATIONS (Continued)

Here are your airline flight options for a morning departure from Phoenix to Dulles.

Press GO on Any Flight to Check Availability and Fare

Depart Time	Arrive Time	Airline	Flight No.	Stops	Connecting Through
6:15 AM	1:30 PM	AMERICAN	32	0	
7:30 AM	2:45 PM	AMERICAN	212	0	
8:00 AM	3:07 PM	DELTA	49	0	
10:30 AM	7:15 PM	US AIR	285	1	Chigago
11:25 AM	6:10 PM	UNITED	10	0	
11:45 AM	8:40 PM	UNITED	77	1	Dallas

YOUR CHOICE



Press GO Here to Return to Airline Main Menu

Press GO Here to Return to Menu 1

Press GO Here to Return to Cable TV



Fig. 18g

Thursday, October 26, 1994

8:04 PM



AIRLINE INFORMATION
AND RESERVATIONS (Continued)

DELTA FLIGHT # 49 from Phoenix to Dulles direct departs 8:00 AM and arrives 3:07 PM

To check availability, enter month, day and year with your remote - example 03 21 94

Month: 11 Day: 25 Year: 9

Press GO Here to Erase Above Entries and Repeat Press GO Here if Above Entries are Correct

YOUR CHOICE



Press GO Here to Return to Airline Main Menu

Press GO Here to Return to Menu 1

Press GO Here to Return to Cable TV

1342

AND RESERVATIONS(continued) 8:05PM AIRLINE INFORMATION Press (3) Here to Erase Above and Repea GO Here to Cancel Above and Exi DELTA FLIGHT #49 from Phoenix to Dulles direct Press 🥝 on Any Blue Seat(s) to Make Reservations departs 8:00 AM and arrives 3:07 PM SEATS AVAILABLE ARE SHOWN IN BLUE GO Here to Continue 3 First Class Seats Remaining 15 Coach Class Seats Remaining Thursday, October 26, 1994 First Class

Fig. 18h

Fig. 18i

Thursday, October 26, 1994

8:06 PM



AIRLINE INFORMATION
AND RESERVATIONS (Continued)

You have selected SEATS: 23A, 23B DELTA FLIGHT #49 from Phoenix to Wash.Dulles

Date: 11/25/94 Departs 8:00 AM and arrives 3:07PM

One Way Fare: \$295.00 23A Round Trip Fare: \$419.00 23A

\$295.00 23B Round Trip Fare: \$419.00 23B

Total: \$590.00 Total: \$838.00

Press GO Here to Select ONE WAY or ROUND TRIP

TO COINFIRM YOUR RESERVATION:

YOUR CHOICE



Press GO Here to Charge to Your Credit Card Press GO Here and an Agent Will Call You Press GO Here to Exit Without Reservation



Thursday, October 26, 1994

8:06 PM



AND RESERVATIONS(continued) AIRLINE INFORMATION

CREDIT CARD CHARGE

Master One Way: Phoenix to Dulkes Date:11/25/94// Departs: 8:00 AM Arrives: 3:07 PM Dinner Amount: \$590.00/// Delta Flight # 49 Discover Visa American

Press 🧠 on Credit Card You

Want to Use:

Enter Your Credit Card Number:

2177735 Enter Expiration Date (example

Year: Month:

Press (40) Here to Erase Above and Repeal Press (60) Here to Cancel Above and Exit

60 Here to Confirm Above Charge



Fig. 18j

Fig. 18k

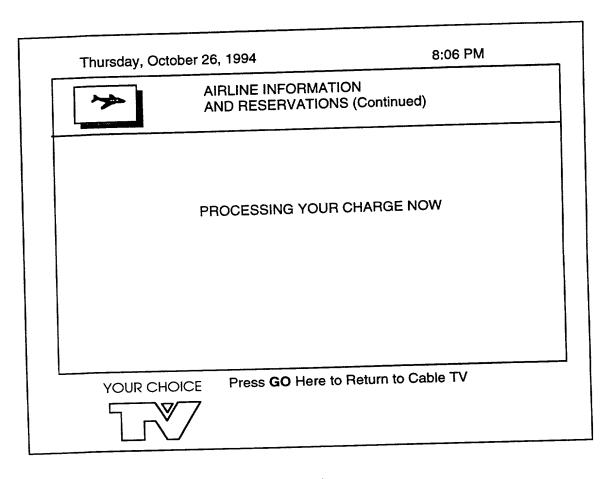




Fig. 181

Thursday, October 26, 1994

8:06 PM



AIRLINE INFORMATION AND RESERVATIONS

Your flight has ben booked, seats reserved, and your credit card has been charged. This is your confirmation #R03574661

Press GO Here to pick up your tickets at the Delta airport counter Press GO Here to have your tickets mailed to you

For your convenience:

Press **GO** Here to store your credit card # **IN MEMORY** for your next reservation

You can recheck your reservation through **MENU I**, Airline Reservations

YOUR CHOICE



Press GO Here to Return to Cable TV



Fig. 19a

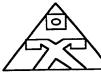
Thursday, October 26, 1994

8:08 PM



DMX Demonstration

Here are the menu options you'll enjoy:



Press GO On the station you want

Press GO Off the station you want						
Top 5	Hard Rock	Easy Listening	New Age	Country Top 40	Rythm and Blues	Classical
Top 10	Heavy Metal	Instru- mentals	Favorite Light Rock	New Country	Blues Legends	Classical Piano
Top 40	Rock Classics	Easy List.	Beatles Only	Country Classics	Soul	Classical Strings
Rock	Rap	Jazz	Rock Legends	Bluegrass	Soul Classics	Classical Guitar
'30s	'40s	'50s	'60s	'70s	'80s	'90s
Waltz	Latin	Disco	Polka	Reggae	Dance Fever	Teen Dance

You are listening to: MAGGIE MAE by Rod Stewart

More Information on Current Artist/Song Screen ON/OFF All this for just \$4.95 per month. Less than 1/2 the cost of one CD! ORDER NOW.

YOUR CHOICE



Press **GO** Here to Order DMX
Press **GO** Here to Return to Cable TV



Fig. 19b

Thursday, October 26, 1994

8:08 PM



MUSIC from DMX

Digital Music Express



When you order DMX you will instantly be able to access all the different stations through Menu 1. To enhance listening enjoyment, you might want to connect your stereo speakers to your TV set. If you listen to music in a different room or if you want to watch TV in one room while another family member listens to DMX in a separate room, a TUNER ATTACHMENT is available from your cable system. In any event, order DMX today for only \$4.95 per month and enjoy commercial-free digital radio instantly.

YOUR CHOICE



Press **GO** Here for a Free Demo of DXM, Digital Music Express



Fig. 19c

Thursday, October 26, 1994

8:08 PM



MUSIC from DMX

Digital Music Express



Imagine over 40 stations of music delivered to your home in stunning digital quality -- with no commercial interruptions. This is DMX (Digital Music Express) and it is available now through your cable system. Each station has its own format -- rock, classical, country, soul, rap, easy listening, jazz, new age, big band era, dance, and many others -- so there will always be something playhing that you will enjoy.

YOUR CHOICE



Press **GO** Here for More Information Press **GO** Here to Return to Cable TV



Fig. 19d

Thursday, October 26, 1994

8:09 PM



DMX Demonstration

Here are the menu options you'll enjoy:



Press GO On the station you want

1 1000 GC ON this station, yet want						
Top 5	Hard Rock	Easy Listening	New Age	Top 40	Rythm and Blues	Classical
Top 10	Heavy Metal	instru- mentals	Favorite Light Rock	New Country	Blues Legends	Classical Piano
Top 40	Rock Classics	Easy List. Favorites	Beatles Only	Country Classics	Soul	Classical Strings
Rock	Rap	Jazz	Rock Legends	Bluegrass	Soul Classics	Classical Guitar
'30s	'40s	'50s	'60s	'70s	'80s	'90s
Waltz	Latin	Disco	Polka	Reggae	Dance Fever	Teen Dance

You are listening to: PIANO CONCERTO by Rachmaninoff No. 3 op, 30 1909

More Information on Current Artist/Song All this for just \$4.95 per month. Less than 1/2 the cost of one CD! Screen ON/OFF ORDER NOW.

YOUR CHOICE



Press GO Here to Order DMX Press GO Here to Return to Cable TV



Fig. 19e

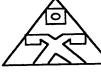
Thursday, October 26, 1994

8:09 PM



DMX Demonstration

Here are the menu options you'll enjoy:



Press GO On the station you want

		1 1630		Julion y		
Top 5	Hard Rock	Easy Listening	New Age	Top 40	Rythm and Blues	Classical
Top 10	Heavy Metal	Instru- mentals	Favorite Light Rock	New Country	Blues Legends	Classical Piano
Top 40	Rock Classics	Easy List.	Beatles Only	Country Classics	Soul	Classical Strings
Rock	Rap	Jazz	Rock Legends	Bluegrass	Soul Classics	Classical Guitar
'30s	'40s	'50s	'60s	'70s	'80s	'90s
Waltz	Latin	Disco	Polka	Reggae	Dance Fever	Teen Dance

Seirgei Rachmaninoff was born in Onega, Russia on April 9, 1873. He was a pianist, composer and a conductor. Rachmaninoff composed the Third

More Information on Current Artist/Song Screen ON/OFF
All this for just \$4.95 per month. Less than 1/2 the cost of one CD! ORDER NOW.

YOUR CHOICE



Press **GO** Here to Order DMX Press **GO** Here to Return to Cable TV



Fig. 20

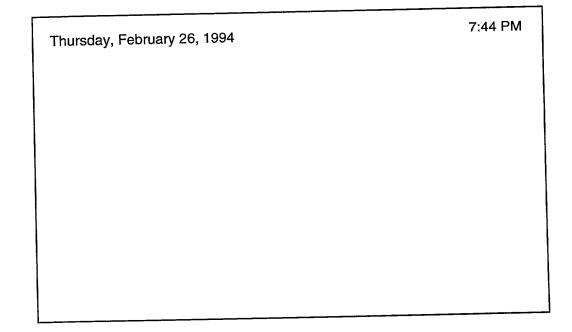


Fig. 21

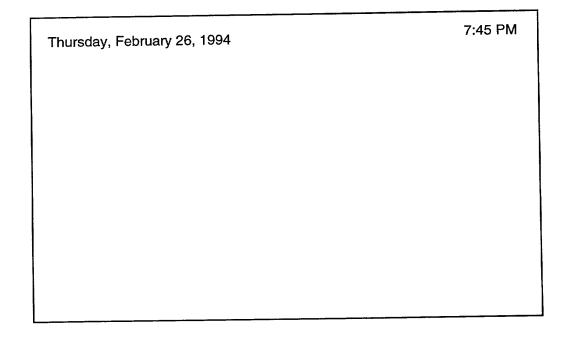
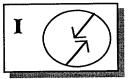


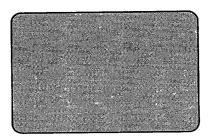
Fig. 22

INTERACTIVE PROGRAMMING VENTURES TM



Press GO On Any Interactive Menu

QUIZ FAST FACTS MORE INFO WHRE IN THE WORLD PRODUCTS



YOUR CHOICE



Press **GO** Here to Resume Show Without Interactivity Press **GO** Here For Interactive Menu 1

Fig. 23

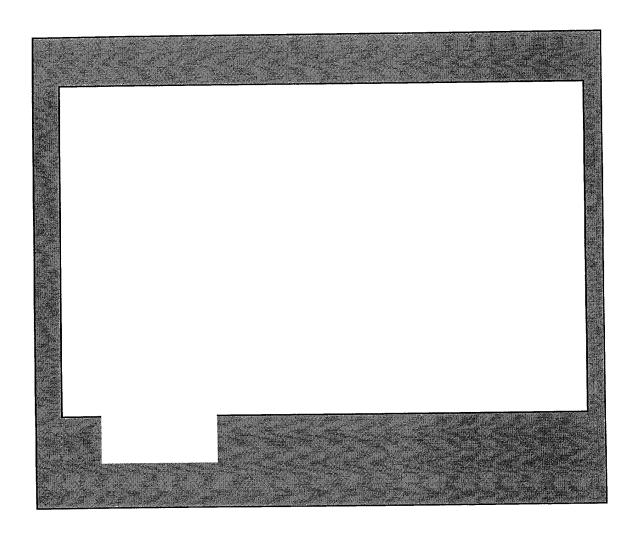


Fig. 24

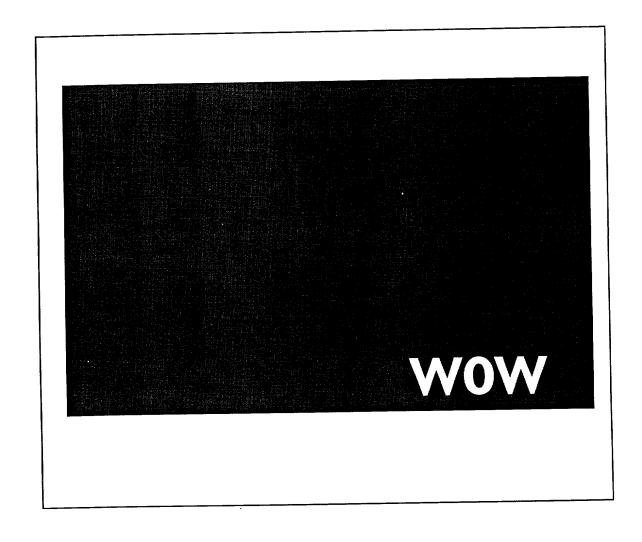


Fig. 25

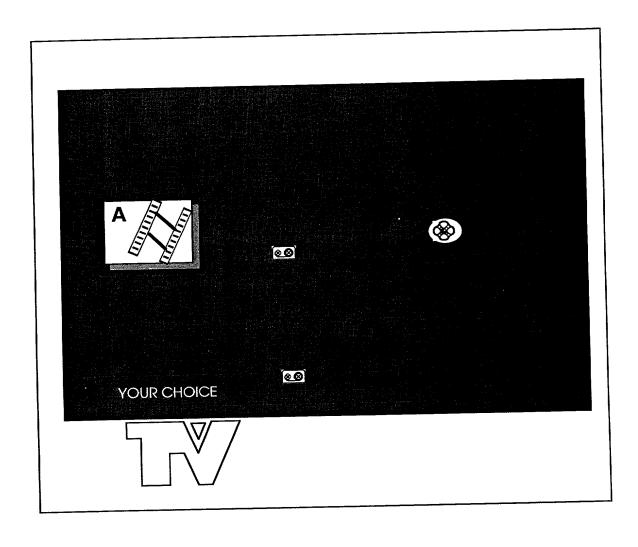


Fig. 26

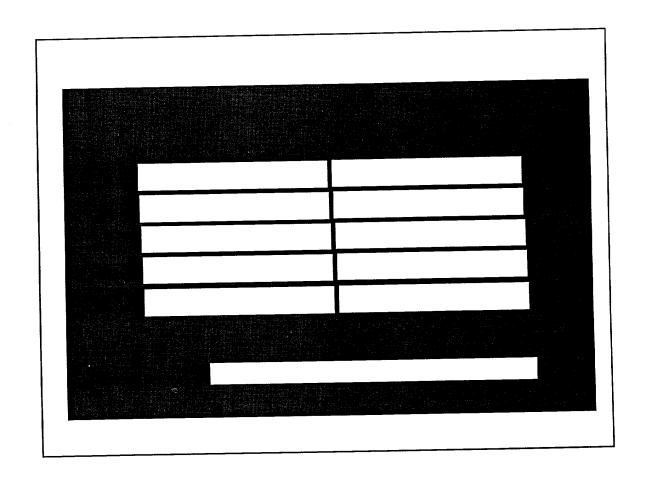


Fig. 27

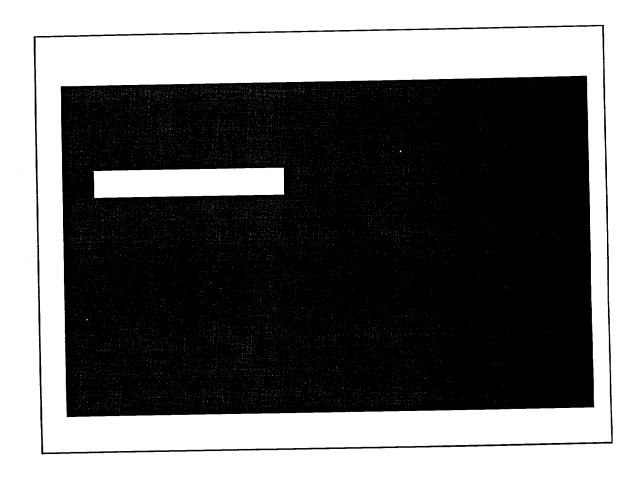


Fig. 28

